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It's show time for NASA and Dreamtime

Activities to implement the unprecedented partnership between NASA and Dreamtime Holdings, Inc. announced June 2 are already under way.

The two parties agreed to collaborate in mutually promoting NASA's mission and educating the public about the space program principally through the development and implementation of a Web-searchable multimedia database filled with NASA archived imagery; shared use of state-of-the-art high-definition television equipment placed on board the International Space Station and the space shuttles as well as at NASA centers and the Jet Propulsion Laboratory; and production of documentaries and mini-series.

"This agreement was derived in part from an interest in getting NASA's message out to a much broader audience and in exciting the public about the space program," said Tom Cremins, lead, JSC Commercialization Initiative. "Knowing what was available to us in terms of the New Economy via all of the advances in information systems, both in the U.S. and globally, we saw that there may be synergies or collaborations that we might be able to enter into where our content, our message, our activities, and our mission and other companies' technologies, ways of getting media out in multi-venues and multi-platforms, could be brought together."

It's a way of merging content with the Internet, turning brick-and-mortar into click-and-mortar.

"This is the combination of the Internet and what we call brick-and-mortar," said Dreamtime Chairman and CEO Bill Foster. "We look at NASA as a brick-and-mortar company – lots of buildings, lots of atoms. You can touch it. You can't touch the Internet. When you combine the two, it becomes a click-and-mortar company. It uses the speed and interactivity of the Internet in conjunction with the archives and the technologies that NASA has to offer."

"During the first six months, Dreamtime will focus on the first version of the multimedia portal, www.Dreamtime.com, setting up the digital data vault of sounds and images, and certifying and deploying HDTV cameras," said Dreamtime President and COO Carleton Ruthling. This vertical



NASA JSC Photo S99-05085

In preparation for an STS-93 DTO, astronauts Jeff Ashby, pilot, and Cady Coleman, mission specialist, train with a high-definition television camcorder.

portal, or "vortal," will provide worldwide access to thousands of images, sounds, documents, blueprints, and plans from NASA's archives along with in-depth access to information about space and Earth sciences.

Currently, visitors to the site can catch a glimpse of where Dreamtime is headed with this vortal. Its development intends to leverage the assets – the photos, documents, high-definition images, and so forth – in the best way possible to encourage and inspire people to learn more about science and space.



Brian Kelly

A major activity that is key to creating content for

the multimedia database is the digitizing of NASA's analog archives. This digitizing effort will result in a NASA Digital Historic Archive. To complete this task, Dreamtime intends to digitize 50,000 still images and 17,500 hours of film/video by the end of the agreement, which is seven years with a five-year option.

Digitizing these materials and placing them online where they will be easily accessible on the new multimedia vortal will help fulfill the main objective of the partnership – to let people know what NASA is doing. Basic research access and low resolution of digital imagery will be available to the general public at no charge. A world of opportunity will be opened up to researchers and schoolchildren around the globe.

"I think the opportunity that we have here is something that works for innovation, not imitation," said Foster. "In other words, we're trying to go to a new place. Let's take the archives, all these amazing things that NASA has, digitize them, and make them available online instantaneously to people who are doing research and to young people. Allowing



NASA JSC Photo 2000e17758 by Bill Stafford

Tom Cremins

instant access to these resources will save time and energy. This digitized material, as well as shots from the high-definition television cameras around NASA centers and in space, will be available online for research and for educational opportunities."

Integrating HDTV on the orbiters and the space station to provide for the first-ever high-definition TV coverage of

astronaut activities aboard the station and the space shuttle missions is another key priority. To maintain NASA integrity, the information and imagery that will be captured and downlinked from space will be handled as always in terms of editing and reviewing. All normal operations will be in place, including review of the data by the Astronaut Office.

"I am very much interested in effectively integrating partner-provided state-of-the-art HDTV equipment capabilities, both on the ground and in flight, on the orbiters and ultimately on the space station," said Brian Kelly, NASA manager for commercialization for the Dreamtime collaboration. "To maintain integrity in this regard, the agency will provide certification requirements and our partners will meet those requirements."

NASA and Dreamtime have targeted completion of the establishment of a joint-use HDTV capability agency-wide to occur no later than 2004. This capability will fulfill a long-standing objective within NASA.

"There has been, for some time, an objective within NASA to try to get HDTV into NASA both for our on-the-ground production, for filming around NASA centers, and for flight operations aboard the space shuttle and the space station," said Cremins. "So a key part in forming this collaboration with a multimedia partner was to see if there were a way to reach out to the leading-edge HDTV technology that was out there and bring it into NASA as part of this whole activity of getting our message out."

Over the term of the agreement, the value of private participants' contribution is estimated to exceed \$100 million. As part of the agreement, Dreamtime will provide flight-certified HDTV and Standard Definition TV equipment for testing, crew training, and flight aboard the space station and the four space shuttles. Dreamtime will also provide HDTV cameras and editing equipment to the 10 NASA centers and Headquarters.

The enhanced clarity of internal and external images of on-orbit flight hardware will provide extremely clear images for ground control and trainers to plan for and prepare astronauts for on-orbit repair and maintenance activities. In addition, HDTV will provide geographically separate training locations extremely clear views of earthbound

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Longhorn
Pavillion opens
for visitors.

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Window
of opportunity
to open.

Pages 4 - 5



Next
generation
visits JSC.

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